

# CITY OF SEAL BEACH

## ADMINISTRATIVE DIRECTIVE

SUBJECT:					
EMPLOYEE ENDORSEMENTS					
SECTION	INDEX NO.	ISSUE DATE	REVISION DATE	COUNCIL APPROVAL	CITY MANAGER APPROVAL
200	20	12/05/05			12/05/05

### 1. **SCOPE**

For all full-time, part-time, and volunteer employees

### 2. **PURPOSE AND INTENT**

To establish a policy and guidelines regarding political and non-political endorsements.

### 3. **POLICY**

The City of Seal Beach owns the trademarks for all City logos, seals, department badges, shields, uniform patches, and the name of any City department, i.e., the Seal Beach Police Department, the Seal Beach Public Works Department, etc.

City of Seal Beach employees are authorized to use their department names, badges, shields or uniform patches for approved, official City of Seal Beach department business.

### 4. **PROCEDURE**

Unless specifically authorized by the City Manager or his designee (Department heads), no full-time, part-time, or volunteer employee may wear any part of any City uniform, be photographed wearing any part of said uniform, or identify him or herself as a Seal Beach employee to:

- (a) Endorse, support, oppose, or contradict any political campaign or initiative.
- (b) Endorse, support, oppose, or contradict any social issue, cause, or religion.

- (c) Endorse, support, or oppose, any product, service, company or other commercial entity.

Personal usage including, but not limited to, letters, memoranda, electronic communications such as web sites and web pages of the trademarked City logos, department badges, shields, uniform patches, and department name is prohibited.

This Directive shall supersede any other Department policies on this topic.

**5. ISSUANCE**

By: /s/ John Bahorski  
City Manager

Date: \_\_\_\_\_